



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract

838501

Schedule Dates 10/09/12-10/15/12
Advertiser McCaskill for Senate 2012 (38474)
Agency/T-Code Media Strategies & Research - VA (1523)/155303592
Product Political - US Senate (1176)
Brand Democrat (152221)
Salesperson McNamara, Julie (2389)
Sales Office KMOV-St. Louis
Buyer Name Beale,Rachael
Phone/Fax (573) 651-0964 /
CPE 11279
Account Types Local/Political Candidate - Agency
Billing Type Standard
Comments

Date Entered 06/25/12
Last Modified 09/27/12
Entered By Bridget Hurst
CO-OP No
Headline # 10/9-10/15/12
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$11,760.00
Net Total \$66,640.00
Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Oct. 2012	86	\$78,400.00
Grand Total:	86	\$78,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	48386- News @ 5am			1	1	1	1			4	\$85.00	\$340.00	St. Louis (KMOV) (KMOV)		6/25/12
2.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	48386- News @ 5am		1							1	\$85.00	\$85.00	St. Louis (KMOV) (KMOV)		6/25/12
3.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	20015- News @ 6am M-F			1	1	1	1			4	\$270.00	\$1,080.00	St. Louis (KMOV) (KMOV)		6/25/12
4.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20015- News @ 6am M-F		1							1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12
5.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	131968- CBS This Morning			2	2	2	2			8	\$160.00	\$1,280.00	St. Louis (KMOV) (KMOV)		6/25/12
6.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	131968- CBS This Morning		2							2	\$160.00	\$320.00	St. Louis (KMOV) (KMOV)		6/25/12
7.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	20132- CBS Sunday Morning								1	1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		6/25/12
8.0	Normal Line / SPOT	10/10/12-10/12/12	4	:30	137124- Katie				1		1			2	\$90.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12
9.0	Normal Line / SPOT	10/09/12-10/11/12	4	:30	20022- Price is Right			1		1				2	\$180.00	\$360.00	St. Louis (KMOV) (KMOV)		6/25/12
10.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	20023- News @ 12noon M-F				1					1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)		6/25/12
11.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	20023- News @ 12noon M-F		1							1	\$225.00	\$225.00	St. Louis (KMOV) (KMOV)		6/25/12
12.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	12:27P- 1P (CT)			1			1			2	\$180.00	\$360.00	St. Louis (KMOV) (KMOV)		6/25/12
13.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	1P- 2P (CT)					1				1	\$180.00	\$180.00	St. Louis (KMOV) (KMOV)		6/25/12
14.0	Normal Line / SPOT	10/09/12-10/11/12	4	:30	28663- Dr. Phil			1	1	1				3	\$270.00	\$810.00	St. Louis (KMOV) (KMOV)		6/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract

838501

Schedule Dates

10/09/12-10/15/12

Advertiser

McCaskill for Senate 2012 (38474)

Agency/T-Code

Media Strategies & Research - VA (1523)/155303592

Product

Political - US Senate (1176)

Brand

Democrat (152221)

Salesperson

McNamara, Julie (2389)

Sales Office

KMOV-St. Louis

Buyer Name

Beale,Rachael

Phone/Fax

(573) 651-0964 /

CPE

11279

Account Types

Local/Political Candidate - Agency

Billing Type

Standard

Comments

Date Entered

06/25/12

Last Modified

09/27/12

Entered By

Bridget Hurst

CO-OP

No

Headline

10/9-10/15/12

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$11,760.00

Net Total

\$66,640.00

Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month

Spots

Rate

By Broadcast Month	Spots	Rate
Oct. 2012	86	\$78,400.00
Grand Total:	86	\$78,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	28663- Dr. Phil		1							1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12
16.0	Normal Line / SPOT	10/09/12-10/12/12	4	:30	20029- Young and the Restless			1	1		1			3	\$720.00	\$2,160.00	St. Louis (KMOV) (KMOV)		6/25/12
17.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	20029- Young and the Restless		1							1	\$720.00	\$720.00	St. Louis (KMOV) (KMOV)		6/25/12
18.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	20054- News @ 5pm M-F			1	1	1	1			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)		6/25/12
19.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20054- News @ 5pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		6/25/12
20.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	20055- News @ 6pm M-F			1	1	1	1			4	\$750.00	\$3,000.00	St. Louis (KMOV) (KMOV)		6/25/12
21.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20055- News @ 6pm M-F		1							1	\$750.00	\$750.00	St. Louis (KMOV) (KMOV)		6/25/12
22.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	20103- News @ 6pm Sa							1			\$180.00		St. Louis (KMOV) (KMOV)		6/25/12
22.0.1	Closed Preempt	10/13/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -higher rate BOD 6/25/12	
23.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	20053- Entertainment Tonight			1	1	1	1			4	\$850.00	\$3,400.00	St. Louis (KMOV) (KMOV)		6/25/12
24.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20053- Entertainment Tonight		1							1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		6/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract #**838501****Schedule Dates**

10/09/12-10/15/12

Advertiser

McCaskill for Senate 2012 (38474)

Agency/T-Code

Media Strategies & Research - VA (1523)/155303592

Product

Political - US Senate (1176)

Brand

Democrat (152221)

Salesperson

McNamara, Julie (2389)

Sales Office

KMOV-St. Louis

Buyer Name

Beale,Rachael

Phone/Fax

(573) 651-0964 /

CPE

11279

Account Types

Local/Political Candidate - Agency

Billing Type

Standard

Comments**Date Entered**

06/25/12

Last Modified

09/27/12

Entered By

Bridget Hurst

CO-OP

No

Headline #

10/9-10/15/12

Demo**Order Type**

Normal

Package Deal**Commission %**

15.00

Commission

\$11,760.00

Net Total

\$66,640.00

Sales Tax**St. Louis (KMOV) (KMOV)****By Broadcast Month****Spots****Rate**

Oct. 2012

86

\$78,400.00

Grand Total:

86

\$78,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
25.0	Revised Line / SPOT	10/15/12-10/15/12	1	:30	65960- How I Met Your Mother		1										St. Louis (KMOV) (KMOV)		6/25/12
25.1	Normal Line / SPOT	10/15/12-10/15/12	1	:30	6:57P- 8P (CT)		1							1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		7/31/12
26.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	7:58P- 9P (CT)		1								\$2,250.00		St. Louis (KMOV) (KMOV)		6/25/12
26.0.1	Closed Preempt	10/15/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12	
27.0	Normal Line / SPOT	10/09/12-10/09/12	2	:30	42783- NCIS			1						1	\$3,750.00	\$3,750.00	St. Louis (KMOV) (KMOV)		6/25/12
28.0	Normal Line / SPOT	10/09/12-10/09/12	4	:30	107454- NCIS : Los Angeles			1							\$1,800.00		St. Louis (KMOV) (KMOV)		6/25/12
28.0.1	Closed Preempt	10/09/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Spot -higher rate; BOD 6/25; p/e per Marty	
29.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	66133- Criminal Minds				1						\$1,980.00		St. Louis (KMOV) (KMOV)		6/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract #**838501****Schedule Dates**

10/09/12-10/15/12

Advertiser

McCaskill for Senate 2012 (38474)

Agency/T-Code

Media Strategies & Research - VA (1523)/155303592

Product

Political - US Senate (1176)

Brand

Democrat (152221)

Salesperson

McNamara, Julie (2389)

Sales Office

KMOV-St. Louis

Buyer Name

Beale,Rachael

Phone/Fax

(573) 651-0964 /

CPE

11279

Account Types

Local/Political Candidate - Agency

Billing Type

Standard

Comments**Date Entered**

06/25/12

Last Modified

09/27/12

Entered By

Bridget Hurst

CO-OP

No

Headline #

10/9-10/15/12

Demo**Order Type**

Normal

Package Deal**Commission %**

15.00

Commission

\$11,760.00

Net Total

\$66,640.00

Sales Tax**St. Louis (KMOV) (KMOV)****By Broadcast Month****Spots****Rate**

Oct. 2012

86

\$78,400.00

Grand Total:

86

\$78,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
29.0.1	Closed Preempt	10/10/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - system; bump rate BOD 6/25/12; Political	
30.0	Normal Line / SPOT	10/10/12-10/10/12	4	:30	20076- CSI Crime Scene Investigation				1					1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
31.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	124918- Person of Interest					1					\$1,800.00		St. Louis (KMOV) (KMOV)		6/25/12
31.0.1	Closed Preempt	10/11/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - Vice Pres Debate is airing	
32.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	135458- Elementary					1					\$1,800.00		St. Louis (KMOV) (KMOV)		6/25/12
32.0.1	Closed Preempt	10/11/12															St. Louis (KMOV) (KMOV)	I-Inventory Accommodation/Exception - Vice Pres Debate is airing	
33.0	Normal Line / SPOT	10/12/12-10/12/12	4	:30	54263- CSI: NY					1				1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		6/25/12
34.0	Normal Line / SPOT	10/12/12-10/12/12	2	:30	115389- Blue Bloods					1				1	\$2,250.00	\$2,250.00	St. Louis (KMOV) (KMOV)		6/25/12
35.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	54358- Crimetime Saturday						1			1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		6/25/12
36.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	43181- 48 Hours						1			1	\$720.00	\$720.00	St. Louis (KMOV) (KMOV)		6/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract

838501

Schedule Dates

10/09/12-10/15/12

Advertiser

McCaskill for Senate 2012 (38474)

Agency/T-Code

Media Strategies & Research - VA (1523)/155303592

Product

Political - US Senate (1176)

Brand

Democrat (152221)

Salesperson

McNamara, Julie (2389)

Sales Office

KMOV-St. Louis

Buyer Name

Beale,Rachael

Phone/Fax

(573) 651-0964 /

CPE

11279

Account Types

Local/Political Candidate - Agency

Billing Type

Standard

Comments

Date Entered

06/25/12

Last Modified

09/27/12

Entered By

Bridget Hurst

CO-OP

No

Headline

10/9-10/15/12

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$11,760.00

Net Total

\$66,640.00

Sales Tax

St. Louis (KMOV) (KMOV)

By Broadcast Month

Spots

Rate

By Broadcast Month	Spots	Rate
Oct. 2012	86	\$78,400.00
Grand Total:	86	\$78,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
37.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	20141- 60 Minutes								1	1	\$1,350.00	\$1,350.00	St. Louis (KMOV) (KMOV)		6/25/12
38.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	107455- Good Wife								1	1	\$1,620.00	\$1,620.00	St. Louis (KMOV) (KMOV)		6/25/12
39.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	99583- Mentalist								1	1	\$1,800.00	\$1,800.00	St. Louis (KMOV) (KMOV)		6/25/12
40.0	Normal Line / SPOT	10/09/12-10/12/12	2	:30	20062- News @ 10pm M-F			1	1	1	1			4	\$1,500.00	\$6,000.00	St. Louis (KMOV) (KMOV)		6/25/12
41.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20062- News @ 10pm M-F		1							1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		6/25/12
42.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	20108- News @ 10pm Sat							1		1	\$400.00	\$400.00	St. Louis (KMOV) (KMOV)		6/25/12
43.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	119145- News @ 10:30pm							1		1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)		6/25/12
44.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	20789- News @ 10pm Sun								1	1	\$810.00	\$810.00	St. Louis (KMOV) (KMOV)		6/25/12
45.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	119144- News @ 10:30pm Sun								1	1	\$585.00	\$585.00	St. Louis (KMOV) (KMOV)		6/25/12
46.0	Normal Line / SPOT	10/10/12-10/12/12	4	:30	20063- Late Show with David Letterman				1		1			2	\$200.00	\$400.00	St. Louis (KMOV) (KMOV)		6/25/12
47.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	20063- Late Show with David Letterman		1							1	\$200.00	\$200.00	St. Louis (KMOV) (KMOV)		6/25/12
48.0	Normal Line / SPOT	10/09/12-10/11/12	4	:30	20027- Inside Edition			1		1				2	\$115.00	\$230.00	St. Louis (KMOV) (KMOV)		6/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KMOV
One Memorial Drive
St. Louis, MO 63102

Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
Fairfax, VA 22030

Contract #**838501****Schedule Dates**

10/09/12-10/15/12

Advertiser

McCaskill for Senate 2012 (38474)

Agency/T-Code

Media Strategies & Research - VA (1523)/155303592

Product

Political - US Senate (1176)

Brand

Democrat (152221)

Salesperson

McNamara, Julie (2389)

Sales Office

KMOV-St. Louis

Buyer Name

Beale,Rachael

Phone/Fax

(573) 651-0964 /

CPE

11279

Account Types

Local/Political Candidate - Agency

Billing Type

Standard

Comments**Date Entered**

06/25/12

Last Modified

09/27/12

Entered By

Bridget Hurst

CO-OP

No

Headline #

10/9-10/15/12

Demo**Order Type**

Normal

Package Deal**Commission %**

15.00

Commission

\$11,760.00

Net Total

\$66,640.00

Sales Tax**St. Louis (KMOV) (KMOV)****By Broadcast Month****Spots****Rate**

Oct. 2012

86

\$78,400.00

Grand Total:

86

\$78,400.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
49.0	Normal Line / SPOT	10/15/12-10/15/12	4	:30	20027- Inside Edition		1							1	\$115.00	\$115.00	St. Louis (KMOV) (KMOV)		6/25/12
50.0	Normal Line / SPOT	10/13/12-10/13/12	4	:30	20110- St. Louis Country							1		1	\$65.00	\$65.00	St. Louis (KMOV) (KMOV)		6/25/12
51.0	Normal Line / SPOT	10/14/12-10/14/12	4	:30	20145- Entertainment Tonight - Weekend								1	1	\$70.00	\$70.00	St. Louis (KMOV) (KMOV)		6/25/12
52.0	Normal Line / SPOT	10/11/12-10/11/12	4	:30	6:57P- 8P (CT)					1				1	\$2,250.00	\$2,250.00	St. Louis (KMOV) (KMOV)		6/25/12
53.0	M/G For 31.0.1 / SPOT	10/11/12-10/11/12	1	:30	139780- Vice Presidential Debate	1				X				1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		9/10/12
54.0	M/G For 28.0.1 / SPOT	10/09/12-10/09/12	1	:30	107454- NCIS : Los Angeles	1		X						1	\$5,000.00	\$5,000.00	St. Louis (KMOV) (KMOV)		9/10/12
55.0	M/G For 29.0.1 / SPOT	10/10/12-10/10/12	1	:30	66133- Criminal Minds	1			X					1	\$6,500.00	\$6,500.00	St. Louis (KMOV) (KMOV)		9/10/12
56.0	M/G For 22.0.1 / SPOT	10/13/12-10/13/12	1	:30	20103- News @ 6pm Sa	1						X		1	\$600.00	\$600.00	St. Louis (KMOV) (KMOV)		9/27/12
57.0	M/G For 26.0.1 / SPOT	10/15/12-10/15/12	1	:30	7:58P- 9P (CT)	1	X							1	\$7,500.00	\$7,500.00	St. Louis (KMOV) (KMOV)		9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: